

SAN DIEGO - NORTH COUNTY

2023 ANNUAL REPORT

PRESENTED BY

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ANDERSON COASTAL
GROUP

COMPASS

OVERVIEW

2023 was a year for shocking headlines, potential indications for a recession, a suppression of home sales and rising interest rates. But what San Diego saw as a whole is that home pricing is continuing to remain strong. So given the current landscape, what will the 2024 housing market bring?

Our analysis strives to equip you with the insights necessary for navigating sale and purchase decisions, from the effects of mortgage interest rates to the impact of inventory on pricing dynamics.

Markets Are Recalibrating

In December, the Federal Reserve's projections of interest rates fueled a strong rally for stocks, bonds and global markets. With 11 hikes since 2022, we can now expect at least 3 rate cuts in 2024. Goldman Sachs also revised its projections, anticipating a 25-basis-point decrease in rates for the months of March, May, and June. Therefore, based on market projections, inflation will likely settle to the Fed's target rate of 2%.

For the savvy investor, experts advise that:

- Current yields on cash may soon disappear.
- Bonds are more competitive.
- A soft landing for the economy—moderate inflation, solid growth, easier policy—looks to be a sweet spot for stocks.
- Real estate continues to be a dependable asset—and less expensive to obtain with lower rates.

Home Sellers Are Returning to the Market

With the sharp increase in interest rates we've seen over the last few years, a key challenge for the 2023 real estate market was that many potential sellers experienced 'golden handcuffs', unwilling to trade in their current home—and low interest rate—for a significantly higher price home and interest rate. As a result, new listings and supply were down substantially nationwide.

However, at the end of December, there were 4,246 detached homes for sale in San Diego County, 95% higher than the 2,177 of December 2022. While in some cases, this higher inventory could mean buyers have more negotiating power, this trend is not necessarily a cause for concern. In fact, it could signal a return to a more balanced market, comparable to pre-pandemic levels (ex. 4,060 detached homes for sale in December 2018). With borrowing costs easing, mortgage applications are ticking back up, more buyers will likely jump back into the market, and inventory may fall in its typical cyclical nature (unlike the extremes seen throughout the pandemic).

Existing Home Sales to Pave the Way

Last year saw the most suppressed number of housing trades since at least 2008, and overall, the current market looks a lot like it did in late 2022. But 2024 has one thing that 2023 did not: an optimistic outlook on rate cuts. This is supported by the uptick in existing home sales in November and December, breaking a five-month, consecutive streak of declines.

Lawrence Yun, Chief Economist for the National Association of Realtors, predicts existing home sales to increase 13% in 2024 for a total of 4.71 million homes sold nationwide. This will lead to further reinvigoration of the market, a good sign for buyers and sellers.

San Diego Forecast to Be 4th Strongest U.S. Real Estate Market in 2024

Realtor.Com's latest forecast agrees, especially for San Diego. Ranking by an area's expected growth in home prices combined with total sales volume, Realtor.Com predicts an 11% increase in home sales, with the median sales price rising by 5.4%.

We'll dive into more summaries and predictions in the following pages so you can make the most educated decision for your own personal real estate goals in the coming year.



SAN DIEGO COUNTY: YEARS IN REVIEW

The tug of war over San Diego being a buyer's or seller's market will likely continue this year, but decreasing interest rates, increases in inventory and a slight month-to-month decline in median prices could present an opportunity for potential buyers looking for a favorable entry point.

However, with a robust 9.7% surge in median home prices from December 2022, it can be concluded that, despite short-term fluctuations, home prices in San Diego are not dropping but rather exhibiting long-term growth. Taking into account that Redfin reports homes in San Diego are receiving an average of five offers and selling within a month on the market, San Diego is a wonderful place to invest and the future market as a whole will continue to grow.

But first let's take a look back at how the San Diego market performed in 2023 compared to last year and 2019—the last time we experienced a balanced market. Below are a few key takeaways:

- 2023 saw the lowest number of sales in at least a decade.
- While the surge in average and median sales prices has slowed its pace, both are still trending upward year-over-year.
- Based solely on the number of sales per price range, you can see the confidence in the luxury market. In 2023, 53% of sales were below \$1M compared to 56% in 2022 and a staggering 81% in 2019. Comparably, the number of sales over \$8M has more than quadrupled from 0.09% in 2019 to 0.47% in 2023.
- Average and median days on market have stayed relatively steady throughout the last several years despite an array of influencing factors. Market time is still lower than before the pandemic, proving a continuation in high demand.
- Unsurprisingly, 23.7% of deals in San Diego County were cash compared to 19.5% in 2022 and 14% in 2019, illustrating just how much interest rates have impacted the market.
- While homeowners have three ways to remove their home from the market—canceled, expired, and withdrawn—399 homes were temporarily withdrawn from the market in 2023—compared to 38 in 2022 and only 9 in 2019—which signals a number of homes waiting in the wings and supports that sellers will be returning to the market.

North County San Diego's climate, lifestyle and proximity to the coast continue to attract affluent home buyers who have the liquidity to dodge high interest rates, and this past quarter did see a larger percentage of cash deals than before. In regards to pricing, for all but one submarket we monitor, median sales prices increased year-over-year and most average sales prices increased compared to this time last year as well.

All in all, consumers, economists and industry professionals agree that we'll see more action in 2024 for buyers and sellers. Pricing a home correctly, pre-inspecting and top notch marketing will continue to be critical for sellers, especially as inventory increases. Buyers who believe that interest rates will continue to decrease significantly should dial in on their strategy now, purchase sooner and plan to refinance later. But it's important to remember that housing doesn't exist in a vacuum, and outside factors like the stock market, conflict across the globe and an election year could impact the industry in ways we can't foresee.

ANNUAL COMPARISONS

2023 STATS

Total \$ Volume	\$18.05B
Units Sold	13,959
Avg DOM	30
Median DOM	15
Avg Sales Price	\$1.29M
Median Sales Price	\$955K

2022 STATS

Total \$ Volume	\$22.89B
Units Sold	18,303
Avg DOM	25
Median DOM	13
Avg Sales Price	\$1.25M
Median Sales Price	\$935K

2019 STATS

Total \$ Volume	\$19.12B
Units Sold	23,294
Avg DOM	36
Median DOM	20
Avg Sales Price	\$821K
Median Sales Price	\$647K

SALES BY PRICE

\$8M+	66
\$6M-\$8M	83
\$4M-\$6M	265
\$3M-\$4M	297
\$2.5M-\$3M	329
\$2M-\$2.5M	606
\$1.5M-\$2M	1,335
\$1M-\$1.5M	3,498
<\$1M	7,480
Total Sales	13,959

SALES BY PRICE

\$8M+	69
\$6M-\$8M	93
\$4M-\$6M	284
\$3M-\$4M	428
\$2.5M-\$3M	411
\$2M-\$2.5M	743
\$1.5M-\$2M	1,649
\$1M-\$1.5M	4,368
<\$1M	10,258
Total Sales	18,303

SALES BY PRICE

\$8M+	21
\$6M-\$8M	30
\$4M-\$6M	95
\$3M-\$4M	169
\$2.5M-\$3M	207
\$2M-\$2.5M	358
\$1.5M-\$2M	883
\$1M-\$1.5M	2,503
<\$1M	19,028
Total Sales	23,294

TOTAL ANNUAL SALES

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Total \$ Volume	\$18.05B	\$22.89B	\$28.45B	\$22.12B	\$19.13B	\$18.44B	\$18.99B	\$17.94B	\$16.76B	\$14.70B
Units Sold	13,959	18,303	25,247	23,877	23,294	22,533	25,048	25,301	24,958	22,904

QUALITY AT A FAIR PRICE VS. THE BARGAIN

If you haven't heard of legendary investor Charlie Munger, I bet you'd recognize his mentee, Warren Buffet. In fact, Charlie is responsible for radically shifting Buffet's investment doctrine away from buying failing companies at cheap prices to focusing on buying into quality companies at fair prices... A good lesson for any investor and homebuyer.

Too often, buyers focus on finding that elusive 'bargain'. Highly competitive markets are usually rather efficient: many people are focused on buying good value, so the chances of locating something that is an obvious 'bargain' without competition driving up the price is slim to zero. This is usually best left to those who are obsessively focused on real estate investment, not those seeking a home.

For some a home is simply four walls, and they may benefit by buying the cheapest, best deal out there. Their expectations for long term upside need to be peppered with a reality check. Creating value at the time of purchase by having the vision to see what others may not be able to see is different. And yes, that can be a good strategy with the aid of a well trained eye and professional guidance. Value and 'fair price' is best assessed by those who really know their subject well. What some might deem 'expensive' may not be so: a professional buyer's agent can demonstrate their worth multiple times over in this area.

But bargains are often bargains for specific, tangible reasons. Yes, they may turn out to be good investments over time too, mostly related to overall market forces, but if a home is for enjoyment over many years, it's unwise to discount this element of home buying. In my experience, it is almost always the best quality properties and locations that deliver the best long term results: both the enjoyment aspect via location and other factors as well as long term appreciation.

Great investors don't simply invest in a stock price, they invest in the product, the companies. Simply look at Charlie Munger and Warren Buffet's 'fair price' purchases over the years to see how they fared.



TWO IMPORTANT OMISSIONS IN THE RENT VS. BUY DEBATE

In a recent study, Today's Homeowner compared the cost of buying versus renting in 97 major US cities. Their conclusion? Renting is cheaper than buying in 46 of them—and the money you'd save by renting could be considerable.

Based on a considerable amount of data—the average sale price of homes from July 2022, using data from Redfin; property taxes, based on figures from the U.S. Census Bureau's American Community Survey; average maintenance costs, with estimates from Angi; interest rates, sourced by Freddie Mac; and the price of homeowners insurance premiums with figures from Quadrant Information Services—they found that homeowners will spend an average of \$1.3 million over 30 years, while renters will pay an average of \$1.26 million.

But this is nothing new. Mortgage payments have been higher than rents for most of the past 25 years.

However—not unlike most of these comparisons—this study is flawed for two primary reasons, and it's the two reasons most of these studies forget or omit.

1. The average lifespan is between 70 and 80 years old, therefore needing housing for at least 60 years, not 30 years. If a mortgage is paid off after 30 years, the next 30 years don't include a mortgage payment. Even if rents rise just 1% per year over 60 years, that's a huge difference these studies are not taking into account.
2. At the end of the 30 year period, the homeowner/buyer OWNS an asset: equity. Even if their home appreciated ZERO over 30 years, that's a more favorable position than the renter who has no asset/equity to show for all their decades of rent payments. Assuming homes escalate at the rate of inflation—let's say 2%—compounded over 30 years, a \$1 million home could be worth more than \$1.8 million. After 60 years, that number increases to over \$3.25 million.

Given this information—and an impressive model by Home Economics—buying is more economical than renting by the end of the fourth year, at least for the median two-bedroom home. This doesn't even begin to factor in the emotional wealth of pride of ownership, especially here in sunny, beautiful San Diego.

SHELTER - FLATION

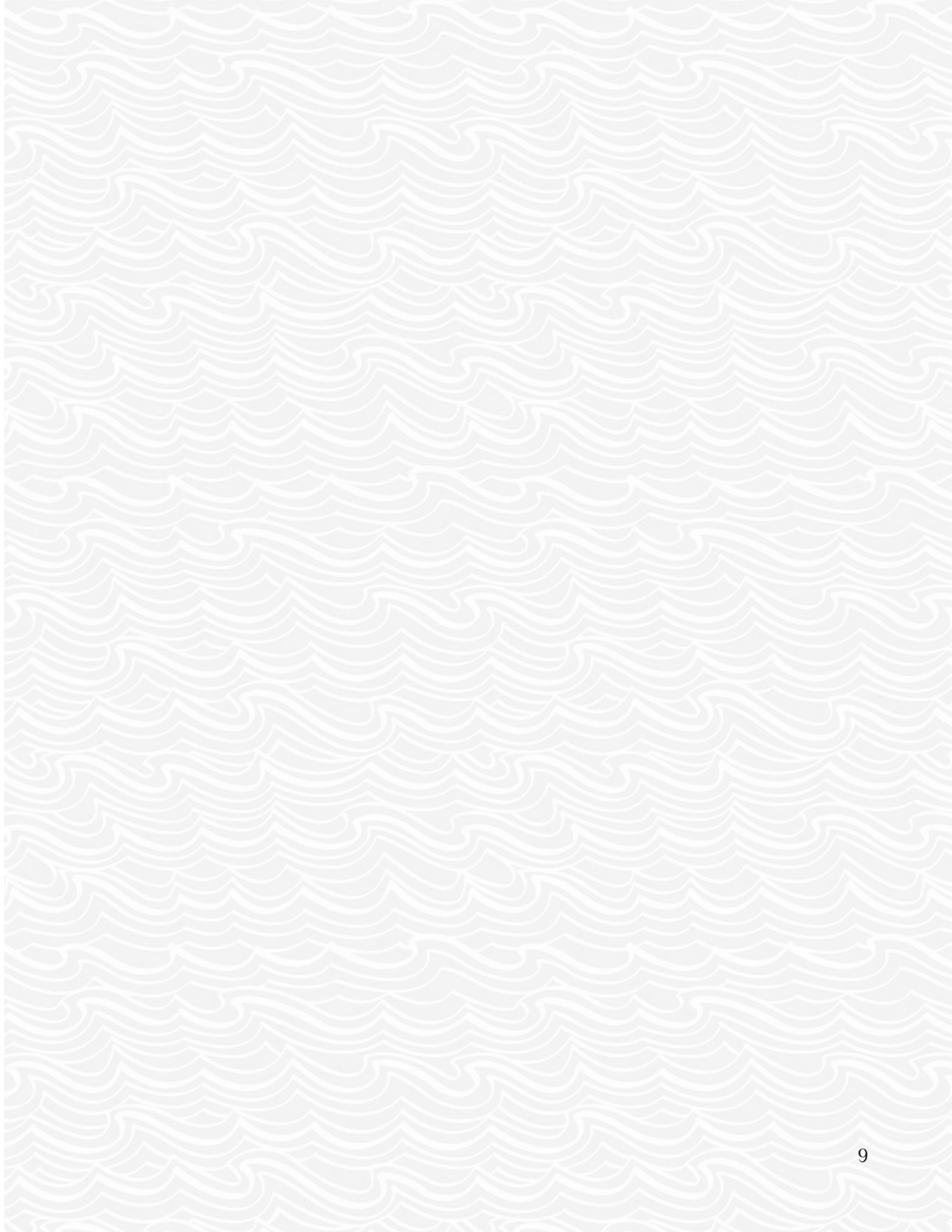
You might be surprised to hear that I've seen multiple types of inflation over the last two years. Or maybe, I should say multiple sources:

1. "REGULAR" inflation that has existed through the decades of around 2%. Yes, we barely noticed that price creep, but it has always been there. And some prices have been rising to more than 2% for many years prior to 2020, especially in the luxury markets.
2. COVID-flation: This was the inflation related to extensive global supply chain disruptions. Combine supply disruptions with massive demand fueled by government stimulus and spending, ultra low rates, etc. and you get a drastic increase in pricing.
3. GREED-flation: Many corporations smelled opportunity to raise prices well beyond rising costs and they could get away with it as consumers had excess savings.
4. WAR-flation: The Russia-Ukraine war triggered an implosion in many areas of the global economy mostly around the supply of oil and natural gas, combined with OPEC's desire to keep prices as high as possible. This war has impacted food and shipping prices too.
5. TAX-flation: when governments spend more than they collect, borrowing costs rise and they rise even more when rates soar. GDP growth can only compensate for so much.
6. MADE-IN-THE-USA-flation: Our desire to make more things locally while saving huge long distance shipping costs and allowing more control of production reliability (all of which is a wise move) inevitably costs more as the US labor also costs more and trade tariffs add to consumer costs.

Now one of the stickiest forms of inflation remains: SHELTER-flation. Yes, more rental units are coming to the market and this could lower rents for many, although not everywhere in grossly under-supplied markets where excessive new demand was not anticipated. Shelter-flation will differ from area to area, but in a country where most agree we have a shortage of housing units of at least a few million—some estimate up to 4.5 million units—combined with:

- Aging housing stock
- Natural disasters/weather events that require repairs and replacement
- Higher labor and materials costs
- Cumbersome regulations that slow construction
- Higher borrowing/financing costs to build
- Skilled labor shortages
- Antiquated, slow construction methods...

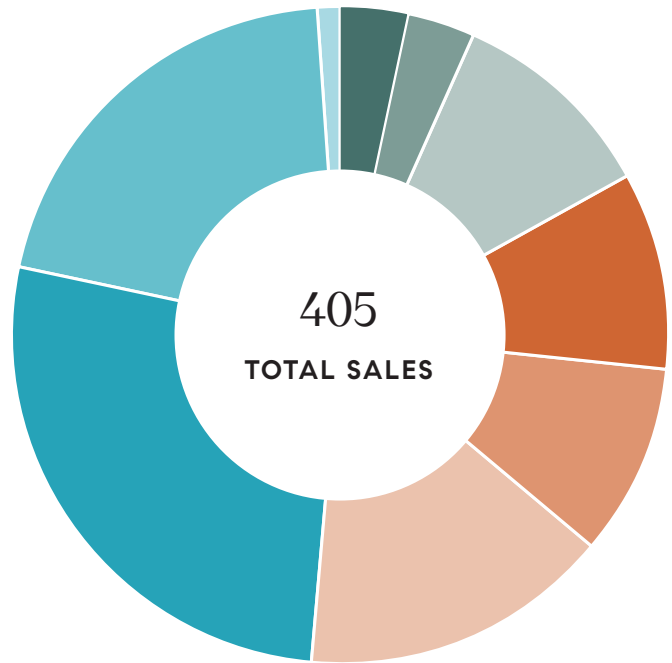
Well, you get the picture. My conclusion: buy now or potentially pay lots more later.



Q3 2023 STATS

SALES BY PRICE

● \$8M+	14
● \$6M-\$8M	14
● \$4M-\$6M	41
● \$3M-\$4M	39
● \$2.5M-\$3M	39
● \$2M-\$2.5M	62
● \$1.5M-\$2M	109
● \$1M-\$1.5M	83
● <\$1M	4
Total Sales	405



MEDIAN SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$3.68M	18%	▲
Solana Beach	\$3.27M	10%	▲
Encinitas	\$2.05M	-6%	▼
Carlsbad	\$1.59M	-6%	▼
Carmel Valley	\$2.46M	11%	▲
Rancho Santa Fe	\$4.74M	18%	▲

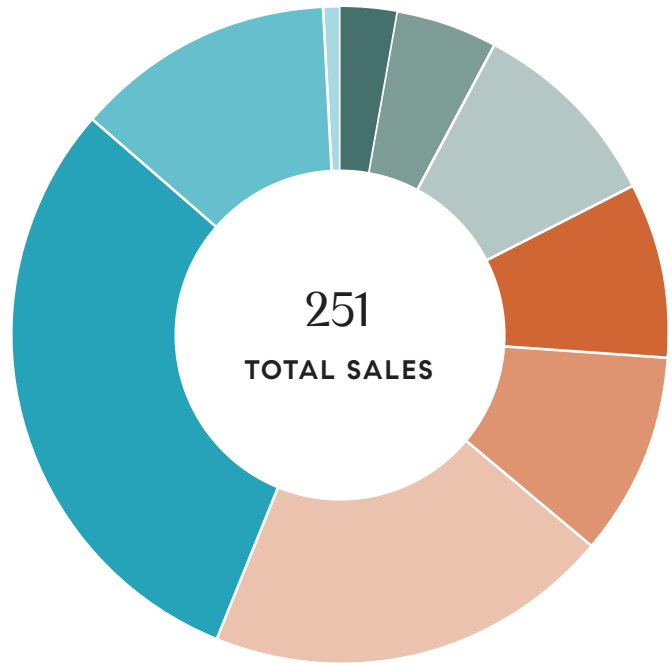
AVERAGE SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$4.30M	9%	▲
Solana Beach	\$4.03M	41%	▲
Encinitas	\$2.87M	9%	▲
Carlsbad	\$1.77M	-3%	▼
Carmel Valley	\$2.81M	7%	▲
Rancho Santa Fe	\$5.16M	8%	▲

Q4 2023 STATS

SALES BY PRICE

● \$8M+	7
● \$6M-\$8M	13
● \$4M-\$6M	24
● \$3M-\$4M	22
● \$2.5M-\$3M	25
● \$2M-\$2.5M	50
● \$1.5M-\$2M	76
● \$1M-\$1.5M	32
● <\$1M	2
Total Sales	251



MEDIAN SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE
Del Mar	\$3.17M	8% ▲
Solana Beach	\$2.65M	26% ▲
Encinitas	\$1.99M	5% ▲
Carlsbad	\$1.72M	4% ▲
Carmel Valley	\$2.26M	9% ▲
Rancho Santa Fe	\$4.43M	-2% ▼

AVERAGE SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE
Del Mar	\$3.40M	-8% ▼
Solana Beach	\$3.38M	47% ▲
Encinitas	\$2.56M	11% ▲
Carlsbad	\$2.02M	15% ▲
Carmel Valley	\$2.40M	-2% ▼
Rancho Santa Fe	\$5.81M	23% ▲

QUARTERLY SALES

TOTAL ANNUAL SALES ALL REGIONS

2013	2,833
2014	2,498
2015	2,637
2016	2,673
2017	2,678
2018	2,395
2019	2,390
2020	2,681
2021	2,702
2022	1,608
2023	1,349



NUMBER OF SALES BY REGION

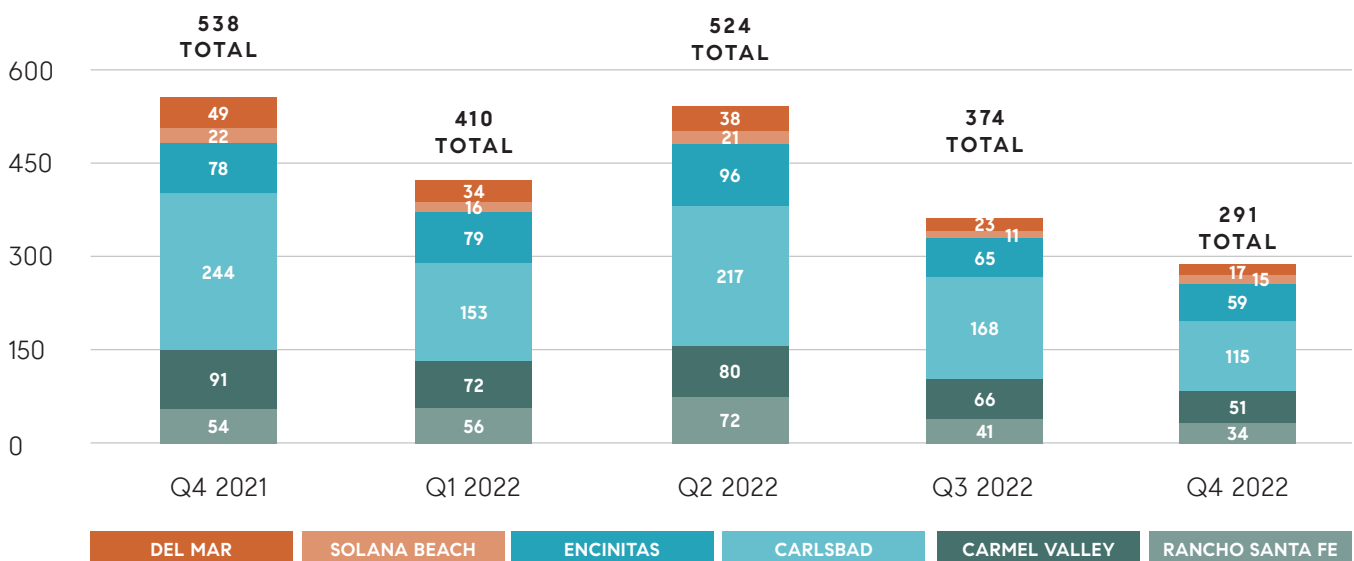


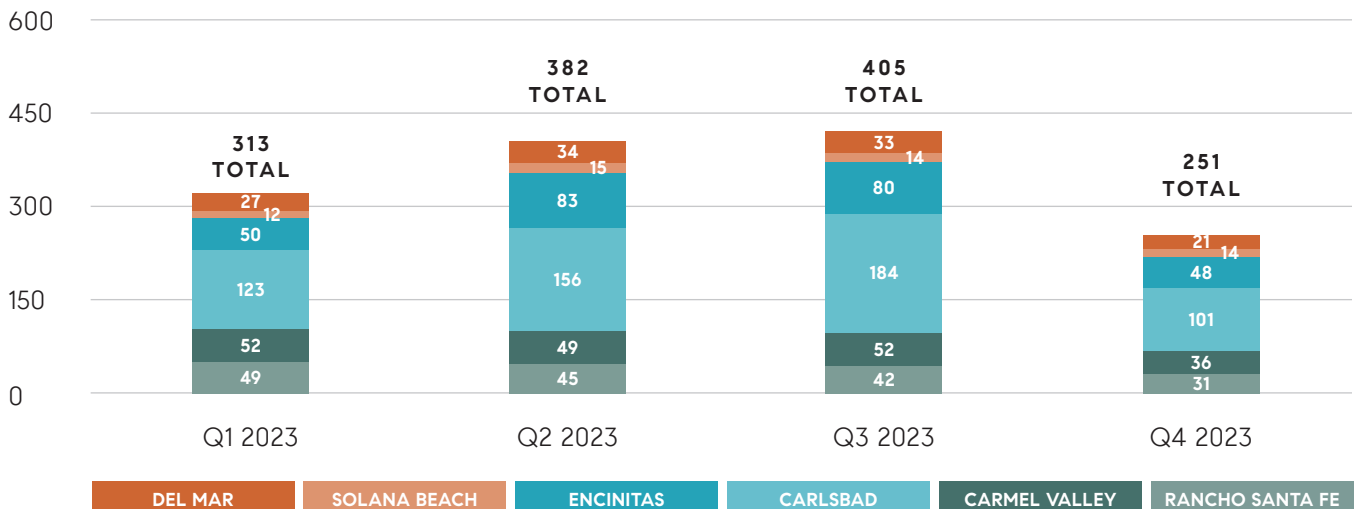
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QUARTERLY SALES

SALES BY PRICE RANGE · ALL REGIONS

RANGE	Q4 2023	Q3 2023	Q4 2022	Q3 2022	10 YEAR AVG. Q4 SALES	10 YEAR AVG. Q3 SALES
\$8M+	7	14	5	5	5	6
\$6M-\$8M	13	14	10	9	6	6
\$4M-\$6M	24	41	18	37	17	21
\$3M-\$4M	22	39	22	47	24	30
\$2.5M-\$3M	25	39	32	41	28	32
\$2M-\$2.5M	50	62	53	66	46	54
\$1.5M-\$2M	76	109	88	93	93	109
\$1M-\$1.5M	32	83	61	70	160	210
<\$1M	2	4	2	6	153	180
TOTAL SALES	251	405	291	374	532	648

NUMBER OF SALES BY REGION (CONT.)



DEL MAR

MARKET OVERVIEW

While Del Mar took a dip in sales volume and number of sales quarter-over-quarter, they are higher than the same numbers from Q4 2022. Demand also remains high, evident in the decrease in market time. Despite a drop in the average sales price, the median price has increased, emphasizing the importance of this metric for an accurate representation of the market. 57% of transactions were cash, showcasing confidence & liquidity, compared to 35% in Q4 2022.

Interestingly, only 8 houses were sold at or above list price, indicating a conservative approach among buyers. The year concluded with 7.3 months of inventory, a significant increase compared to the 3.1 months recorded at the end of 2022. However, there are already 6 homes currently pending in January 2024 (29% of the entire fourth quarter), and Del Mar home sellers received 103.8% of list price in December, both of which set an optimistic tone for the upcoming year.

MEDIAN SALES PRICES (\$M)

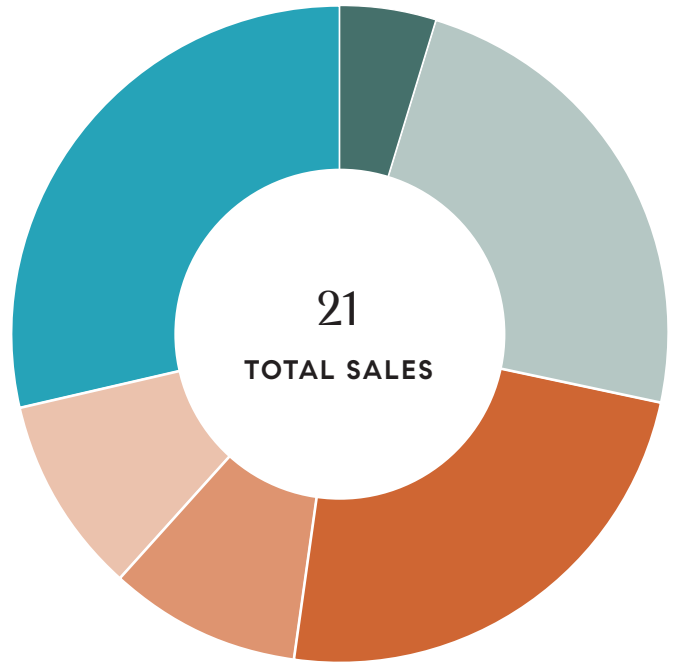
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	—	-14%	▼
Q4 2023	\$3.17M	8%	▲
Q3 2023	\$3.68M	18%	▲
Q2 2023	\$3.15M	7%	▲
Q1 2023	\$2.50M	-31%	▼
Q4 2022	\$2.95M	-11%	▼
Q4 2021	\$3.32M	47%	▲
Q4 2020	\$2.26M	20%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	—	-21%	▼
Q4 2023	\$3.40M	-8%	▼
Q3 2023	\$4.30M	9%	▲
Q2 2023	\$3.90M	-2%	▼
Q1 2023	\$3.42M	-14%	▼
Q4 2022	\$3.68M	-17%	▼
Q4 2021	\$4.47M	61%	▲
Q4 2020	\$2.78M	1%	▲

SALES BY PRICE

● \$8M+	1
● \$6M-\$8M	0
● \$4M-\$6M	5
● \$3M-\$4M	5
● \$2.5M-\$3M	2
● \$2M-\$2.5M	2
● \$1.5M-\$2M	6
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	21



COMPARING NUMBERS

	Q4 2023	Q3 2023	Q4 2022
TOTAL \$ VOLUME	\$71.39M	\$141.83M	\$62.53M
UNITS SOLD	21	33	17
AVG DOM	30	51	44

40.5
DAYS ON MARKET
Average for Q3 + Q4

Q4 SALES

119 10th St	\$10.70M	964 Crest Rd	\$4.00M
236 24th St	\$4.90M	722 Amphitheatre Dr	\$3.95M
13050 Via Grimaldi	\$4.55M	2142 Del Mar Heights Rd	\$3.93M
869 Avocado Pl	\$4.45M	931 Stratford Ct	\$3.35M
14265 Half Moon Bay Dr	\$4.18M	12924 Via Latina	\$3.30M

SOLANA BEACH

MARKET OVERVIEW

Solana Beach's most notable trend is the double-digit decrease in average and median sales prices quarter-over-quarter, contrasting with a similarly dramatic increase year-over-year. The price distribution reveals a clustering around the \$2-4M mark, which differs with previous quarters where price ranges were more spread out. Despite the fluctuations in pricing, the sales volume and units sold have both maintained a steady trajectory.

However, the increase in market time is noteworthy, with 4 out of 14 sold homes on the market for over 100 days. Additionally, 2 homes were withdrawn from the market, each with extended market times, possibly reflecting a strategic decision in anticipation of the holidays. 8 homes reduced their price, often multiple times, before finding buyers. This trend underscores the importance of pricing to fair market value, and we'd advise sellers to take this into account in the coming year.

MEDIAN SALES PRICES (\$M)

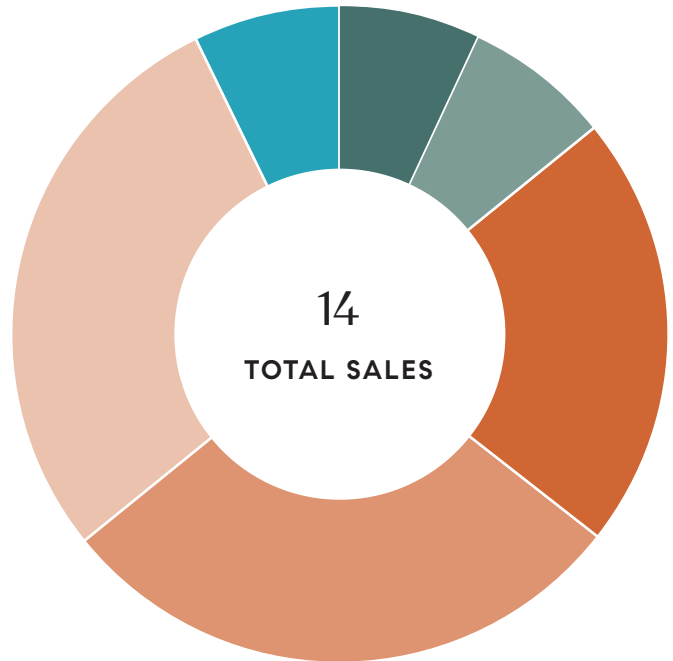
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	—	-19%	▼
Q4 2023	\$2.65M	26%	▲
Q3 2023	\$3.27M	10%	▲
Q2 2023	\$3.20M	19%	▲
Q1 2023	\$2.30M	-17%	▼
Q4 2022	\$2.10M	-3%	▼
Q4 2021	\$2.17M	19%	▲
Q4 2020	\$1.82M	30%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	—	-16%	▼
Q4 2023	\$3.38M	47%	▲
Q3 2023	\$4.03M	41%	▲
Q2 2023	\$3.78M	4%	▲
Q1 2023	\$2.80M	-21%	▼
Q4 2022	\$2.30M	-15%	▼
Q4 2021	\$2.71M	17%	▲
Q4 2020	\$2.31M	22%	▲

SALES BY PRICE

● \$8M+	1
● \$6M-\$8M	1
● \$4M-\$6M	0
● \$3M-\$4M	3
● \$2.5M-\$3M	4
● \$2M-\$2.5M	4
● \$1.5M-\$2M	1
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	14



COMPARING NUMBERS

	Q4 2023	Q3 2023	Q4 2022
TOTAL \$ VOLUME	\$47.26M	\$56.46M	\$34.48M
UNITS SOLD	14	14	15
AVG DOM	98	35	46

66.5

DAYS ON MARKET

Average for Q3 + Q4

Q4 SALES

355 Pacific Ave	\$9.00M	661 San Mario Dr	\$2.85M
621 N Granados Ave	\$6.50M	1471 Santa Marta Ct	\$2.70M
338 Barbara Ave	\$3.54M	125 N Granados Ave	\$2.60M
525 Ford Ave	\$3.10M	131 N Granados Ave	\$2.57M
322 N Sierra	\$3.06M	816 Santa Inez	\$2.42M

ENCINITAS

MARKET OVERVIEW

Notably, Encinitas was one of only two submarkets with a decrease in sales volume year-over-year. Combined with the 42% increase in market time from Q3, buyers in Encinitas may be waiting for optimal conditions before making significant investments. This is further supported when considering the relatively low ratio of cash deals (33%), the lowest among our monitored submarkets, suggesting a reliance on traditional financing and a more measured approach.

When it comes to pricing, it's crucial to highlight that Encinitas achieved its highest sale in history in Q3. While a slight drop in pricing was expected after such a milestone, the market exhibited resilience, with only a minor decrease in average and median prices. The year concluded with sellers receiving 95.7% of list price, a favorable environment for sellers, and the presence of several homes currently on the market and priced over \$5M adds an element of anticipation for 2024.

MEDIAN SALES PRICES (\$M)

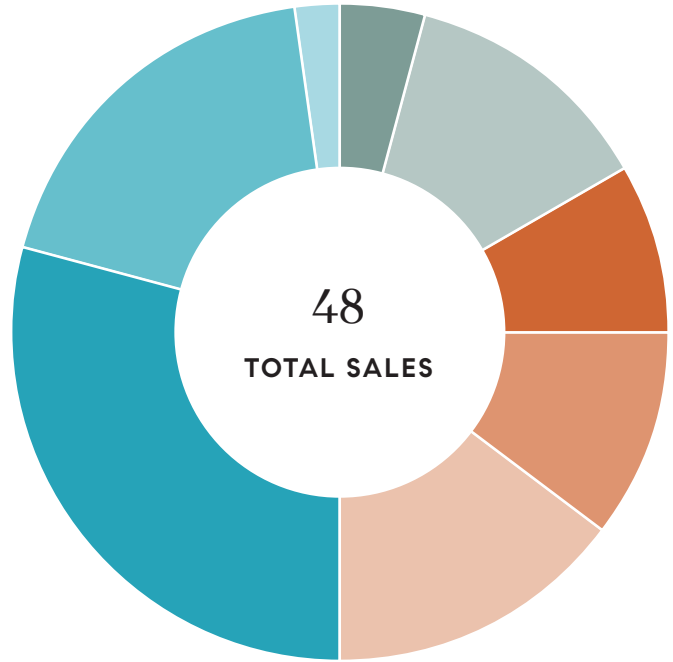
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	—	-3%	▼
Q4 2023	\$1.99M	5%	▲
Q3 2023	\$2.05M	-6%	▼
Q2 2023	\$2.04M	-17%	▼
Q1 2023	\$2.10M	6%	▲
Q4 2022	\$1.90M	-7%	▼
Q4 2021	\$2.05M	28%	▲
Q4 2020	\$1.60M	13%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	—	-11%	▼
Q4 2023	\$2.56M	11%	▲
Q3 2023	\$2.87M	9%	▲
Q2 2023	\$2.53M	-6%	▼
Q1 2023	\$2.54M	6%	▲
Q4 2022	\$2.30M	-7%	▼
Q4 2021	\$2.47M	37%	▲
Q4 2020	\$1.81M	14%	▲

SALES BY PRICE

● \$8M+	0
● \$6M-\$8M	2
● \$4M-\$6M	6
● \$3M-\$4M	4
● \$2.5M-\$3M	5
● \$2M-\$2.5M	7
● \$1.5M-\$2M	14
● \$1M-\$1.5M	9
● <\$1M	1
Total Sales	48



COMPARING NUMBERS

	Q4 2023	Q3 2023	Q4 2022
TOTAL \$ VOLUME	\$122.86M	\$229.45M	\$135.68M
UNITS SOLD	48	80	59
AVG DOM	47	33	37



Q4 SALES

430 Moonlight Ln	\$6.90M	354 Neptune Ave	\$4.75M
3419 Via Monteverde	\$6.75M	1060 California St	\$4.23M
1245 Hymettus Ave	\$5.56M	216 Andrew Ave	\$4.10M
3111 Brookside Ln	\$5.18M	3433 Lone Jack Rd	\$3.93M
1310 Lake Dr	\$4.80M	2550 Teten Way	\$3.75M

CARLSBAD

MARKET OVERVIEW

Carlsbad stands out as the only submarket where both average & median sales prices experienced a huge surge both quarter-over-quarter AND year-over-year. The majority of transactions continued to fall in the \$1-2.5M range, but compared to Q3, there were 3 additional sales over \$6M and 3 less under \$1M, signaling an upward trend. The average price per square foot in Q4 2023 was \$845.09, a 21.6% increase from the Q4 2022. This essential metric for buyers and investors highlights the attractiveness and value appreciation within the Carlsbad market.

Despite fluctuations in other areas, Carlsbad has also maintained a relatively steady market time, with homes trading two days faster than Q4 2022. This submarket also exhibited the lowest inventory at the end of the year—4.125 months—contributing to the heightened demand and value appreciation observed in the market.

MEDIAN SALES PRICES (\$M)

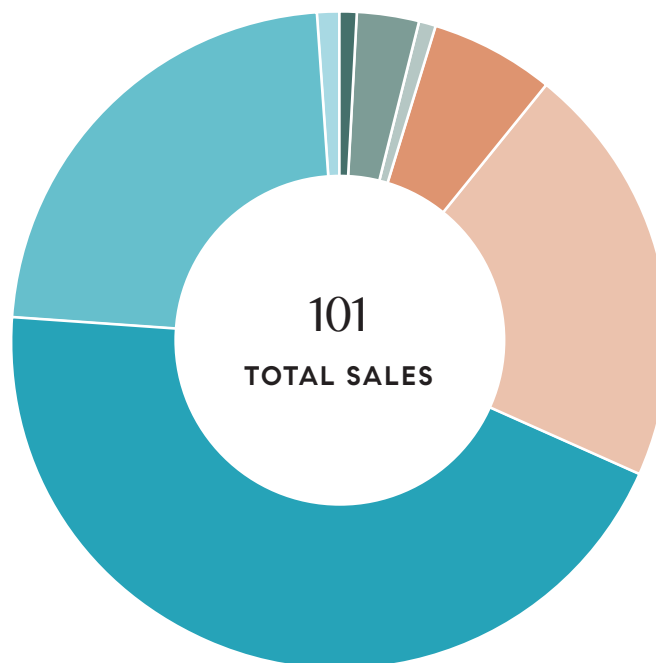
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	—	8%	▲
Q4 2023	\$1.72M	4%	▲
Q3 2023	\$1.59M	-6%	▼
Q2 2023	\$1.73M	-6%	▼
Q1 2023	\$1.60M	-7%	▼
Q4 2022	\$1.65M	9%	▲
Q4 2021	\$1.51M	26%	▲
Q4 2020	\$1.20M	8%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	—	14%	▲
Q4 2023	\$2.02M	15%	▲
Q3 2023	\$1.77M	-3%	▼
Q2 2023	\$1.92M	-1%	▼
Q1 2023	\$1.70M	-7%	▼
Q4 2022	\$1.75M	6%	▲
Q4 2021	\$1.65M	32%	▲
Q4 2020	\$1.25M	12%	▲

SALES BY PRICE

● \$8M+	1
● \$6M-\$8M	3
● \$4M-\$6M	1
● \$3M-\$4M	0
● \$2.5M-\$3M	6
● \$2M-\$2.5M	21
● \$1.5M-\$2M	45
● \$1M-\$1.5M	23
● <\$1M	1
Total Sales	101



COMPARING NUMBERS

	Q4 2023	Q3 2023	Q4 2022
TOTAL \$ VOLUME	\$203.99M	\$325.02M	\$201.57M
UNITS SOLD	101	184	115
AVG DOM	33	28	35

30.5

DAYS ON MARKET

Average for Q3 + Q4

Q4 SALES

5327 Carlsbad Blvd	\$10.75M	6929 Corte Langosta	\$2.95M
270 Juniper Ave	\$7.00M	3215-25 Tyler St	\$2.90M
5215 Shore Dr	\$6.40M	7332 Bolero St	\$2.85M
4469 Adams St	\$6.30M	301 Juniper Ave	\$2.75M
7141 Aviara Dr	\$4.29M	307 Juniper Ave	\$2.70M

CARMEL VALLEY

MARKET OVERVIEW

Despite a decrease in total sales volume and units sold, the Carmel Valley market remains dynamic, with homes once again selling faster here than any other submarket we monitor! A significant portion of transactions (36%) sold at or above the list price and only 7 of 36 sales underwent a price reduction. Taking a broader perspective, the median sales price increased a remarkable 55%, while the average sales price rose 41%, since 2019. This demonstrates substantial appreciation over the past four years, making Carmel Valley an attractive long-term investment.

The trend of homeowners selling downtown and relocating to North County is also gaining traction. One of my clients sold their North Park home for \$2.2M and seamlessly transitioned to Carmel Valley for the same price. This area stands out as a robust real estate market, marked by swift sales and an impressive increase in property values.

MEDIAN SALES PRICES (\$M)

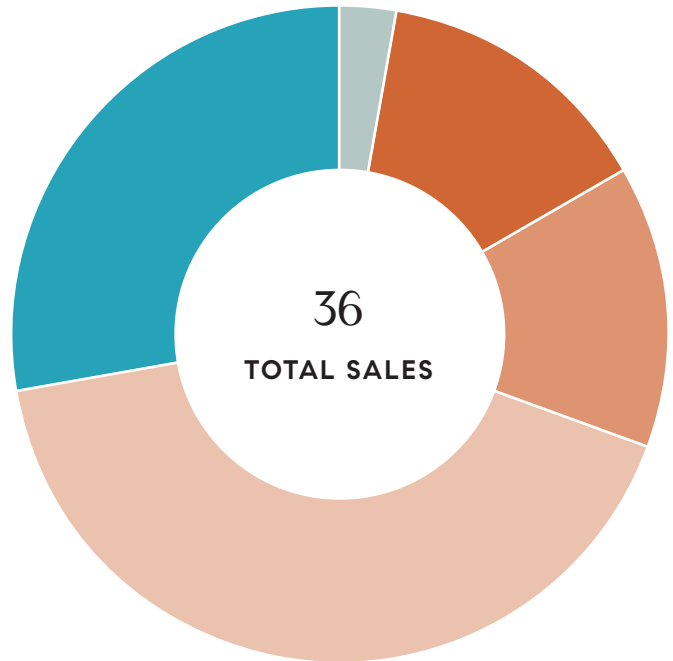
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	—	-8%	▼
Q4 2023	\$2.26M	9%	▲
Q3 2023	\$2.46M	11%	▲
Q2 2023	\$2.28M	-6%	▼
Q1 2023	\$2.09M	-17%	▼
Q4 2022	\$2.07M	-2%	▼
Q4 2021	\$2.11M	28%	▲
Q4 2020	\$1.66M	14%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	—	-15%	▼
Q4 2023	\$2.40M	-2%	▼
Q3 2023	\$2.81M	7%	▲
Q2 2023	\$2.48M	-5%	▼
Q1 2023	\$2.44M	-8%	▼
Q4 2022	\$2.45M	8%	▲
Q4 2021	\$2.27M	31%	▲
Q4 2020	\$1.74M	2%	▲

SALES BY PRICE

● \$8M+	0
● \$6M-\$8M	0
● \$4M-\$6M	1
● \$3M-\$4M	5
● \$2.5M-\$3M	5
● \$2M-\$2.5M	15
● \$1.5M-\$2M	10
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	36



COMPARING NUMBERS

	Q4 2023	Q3 2023	Q4 2022
TOTAL \$ VOLUME	\$86.29M	\$145.92M	\$124.97M
UNITS SOLD	36	52	51
AVG DOM	27	26	41

26.5

DAYS ON MARKET

Average for Q3 + Q4

Q4 SALES

14054 Caminito Vistana	\$4.05M	3996 Lago Di Grata Cir	\$3.10M
5372 Morning Sage Way	\$3.60M	13081 Dressage Ln	\$2.94M
6116 Artisan Way	\$3.30M	14297 Via Baroda	\$2.87M
6101 Artisan Way	\$3.30M	10622 Hunters Glen	\$2.80M
10755 Spur Point Ct	\$3.23M	5475 Harvest Run Dr	\$2.68M

RANCHO SANTA FE

MARKET OVERVIEW

Rancho Santa Fe demonstrated resilience in Q4, tying with Solana Beach for the smallest decrease in sales volume quarter-over-quarter. Despite marginal decreases in median sales price, the average sales price exhibited an upward trajectory. This surge is partially attributed to the sale of 5385 Linea del Cielo, a record as the highest sale in recorded history.

Only three other properties achieved or surpassed their list prices. However, at this elevated luxury price point, this isn't uncommon and is often indicative of a discerning buyer pool. There was also a slight slowdown in market time but 7 of 31 homes went pending in less than 10 days, all but one of which were single-story residences, pointing towards a specific demand trend in the community. The dominance of all-cash transactions (64%) surpassed all other submarkets which underscores the confidence and stability of the real estate landscape in Rancho Santa Fe.

MEDIAN SALES PRICES (\$M)

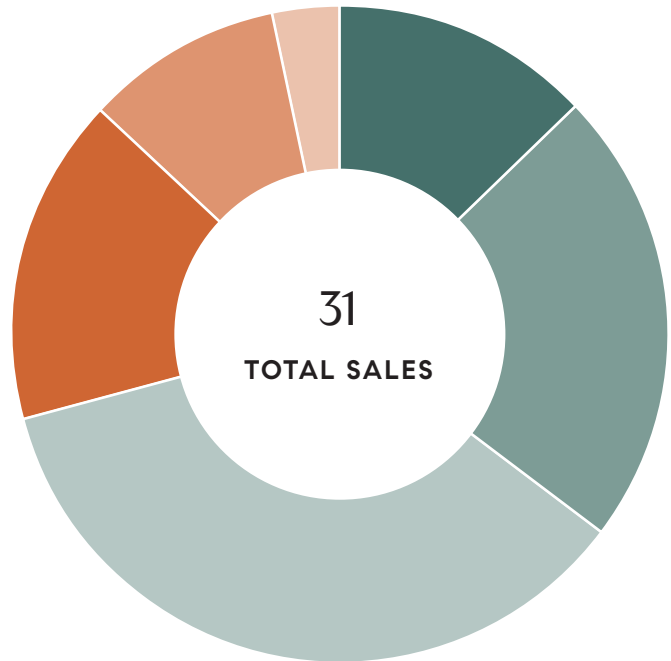
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	—	-6%	▼
Q4 2023	\$4.43M	-2%	▼
Q3 2023	\$4.74M	18%	▲
Q2 2023	\$4.20M	-13%	▼
Q1 2023	\$4.45M	-7%	▼
Q4 2022	\$4.50M	5%	▲
Q4 2021	\$4.29M	54%	▲
Q4 2020	\$2.80M	17%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	—	13%	▲
Q4 2023	\$5.81M	23%	▲
Q3 2023	\$5.16M	8%	▲
Q2 2023	\$5.40M	-1%	▼
Q1 2023	\$4.83M	-6%	▼
Q4 2022	\$4.73M	2%	▲
Q4 2021	\$4.63M	43%	▲
Q4 2020	\$3.24M	17%	▲

SALES BY PRICE

● \$8M+	4
● \$6M-\$8M	7
● \$4M-\$6M	11
● \$3M-\$4M	5
● \$2.5M-\$3M	3
● \$2M-\$2.5M	1
● \$1.5M-\$2M	0
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	31



COMPARING NUMBERS

	Q4 2023	Q3 2023	Q4 2022
TOTAL \$ VOLUME	\$180.19M	\$216.72M	\$160.95M
UNITS SOLD	31	42	34
AVG DOM	75	70	67

72.5

DAYS ON MARKET

Average for Q3 + Q4

Q4 SALES

5385 Linea Del Cielo	\$23.50M	16073 Via Monte	\$6.98M
17405 Via De Fortuna	\$12.50M	6002 Paseo Valencia	\$6.70M
15465 Las Planideras	\$10.50M	17526 Via De Fortuna	\$6.60M
6206 Paseo Valencia	\$8.80M	6850-52 Loma De Caballo	\$6.50M
5050 El Secreto	\$7.50M	16942 Via Cuesta Verde	\$6.30M

RECENT SALES

ADDRESS	CITY	BEDROOMS	BATHS	SQUARE FOOTAGE	PRICE
1145 Crest Rd	Del Mar	4	4.5	2,825	\$5,889,000
2507 Via Merano	Del Mar	4	4.5	3,439	\$4,550,000
562 Shasta Dr	Encinitas	4	4.5	4,294	\$3,525,000
252 Dublin Dr	Cardiff	4	3	2,880	\$3,500,000
696 Cypress Hills Dr	Encinitas	4	3.5	3,501	\$3,500,000
2154 Pinar Pl	Del Mar	3	2.5	3,400	\$2,970,000
698 Cypress Hilll Dr	Encinitas	4	5	4,294	\$2,670,000
13645 Mira Montana Dr	Del Mar	4	2	2,238	\$2,655,000
5249 Marlborough Dr	San Diego	5	3.5	3,159	\$2,350,000
3612 Mississippi St	San Diego	4	4	2,314	\$2,200,000
12717 Monterey Cypress Way	Carmel Valley	6	3	3,273	\$2,200,000
4655 Vereda Luz Del Sol	Carmel Valley	4	2.5	2,638	\$2,110,000
3307 Avenida Anacapa	Carlsbad	4	3	2,915	\$2,055,000
1060 Archer St	San Diego	3	2	2,011	\$1,950,000



1145 CREST ROAD
Del Mar • \$5,889,000



2507 VIA MERANO
Del Mar • \$4,550,000



562 SHASTA DRIVE
Encinitas • \$3,525,000



252 DUBLIN DRIVE
Cardiff • \$3,500,000

TESTIMONIALS

"We were incredibly fortunate to have been referred to Jennifer by a family member who had a seamless home purchase with her. Jennifer's expertise and dedication were evident from the very beginning. She skillfully coordinated with the agent helping us sell our home in Indio to time it with the purchase of our dream home, advising us to negotiate a 60-day rent back to ensure a smooth transition.

Moreover, she guided us through a challenging multiple-offer situation, recommending that we waive our appraisal contingency and use an escalation clause, which ultimately secured our victory. Jennifer's unwavering commitment to our success made the entire process not only efficient but also rewarding. We highly recommend her to anyone looking for a top-notch real estate agent."

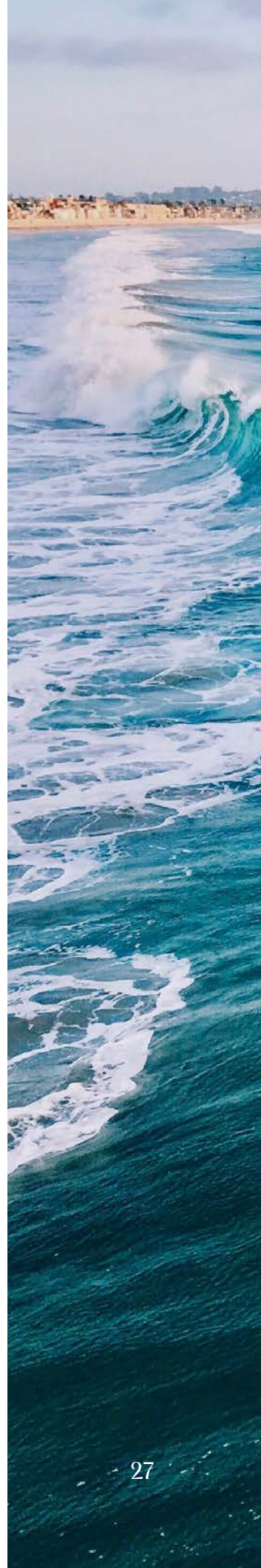
— ANNETTE AND STEVE

"When we purchased our home in Olde Del Mar, Jennifer's ability to analyze every aspect of the transaction was truly remarkable. She approached the process with a keen understanding of the psychology behind it. For instance, we were eager to visit the property multiple times, but Jennifer advised us to exercise patience until our negotiations were settled, which prevented us from inadvertently revealing our enthusiasm. Jennifer's fervent dedication to her craft and willingness to go the extra mile transformed our experience into an extraordinary journey. I wholeheartedly recommend Jennifer. She has genuine care for her clients' success."

— NANCY AND TYLER

"In an uncertain and fast moving market, Jennifer created a custom strategy just for us. She helped us formulate a clear path from the get-go, and she tracked every step to inform our next move. For example, she closely monitored the number of inquiries and level of activity prior to going to market through Compass' Private Exclusive tool and while we were in Coming Soon status. She then used that intel to schedule our open houses in a way that channeled the most traffic and created that feeling of competition from the moment buyers walked in the door. After receiving multiple offers, she even verbally negotiated the highest offer to increase their bid \$25K over what they initially submitted. The level of organization and orchestration really impressed us and we couldn't be happier with the results!"

— NATHAN AND CHRISTINE



REALM

REALM is the first globally collaborative real estate platform that combines real-time data with human experience and networking. REALM is targeted toward the luxury space, and its global membership is comprised of the most accomplished real estate professionals ever assembled.



GLOBAL COMMUNITY

Collaboration with the best real estate professionals in the world



CURATED CONNECTIONS

Weekly calls and in-person events create connections and referrals



PATENTED TECHNOLOGY

Exclusive matching technology to empower human relationships



THE TECHNOLOGY

REALM is a patented technology that combines data from multiple sources to predict purchasing behavior and matches properties with potential clients. REALM has partnered with WealthX, and several other data sources to help our agents not only vet potential buyers, but also expand their buyer profiles.

THE GLOBAL MEMBERSHIP

After Officially launching at the end of Q1 in 2020, the REALM platform has grown quickly among the real estate elite. Our fast-growing membership is made up of nearly 500+ top professions from over 100 real estate brands which represent over \$9 Billion in listings. The word has spread among top producers, and the demand for REALM is so tremendous that we have begun our expansion a year earlier than expected. We are now in 35 states, 9 countries, and counting.

THE CLIENTELE

The over 300,000 clients represented by our network include HNWI, UHNWI, investors and celebrities. As our agent network expands, their client data represents buyers and sellers interested in luxury properties for their personal use, as well as their investment portfolios.

REALM™

POWERED BY HUMAN CONNECTION

COMPASS PRIVATE EXCLUSIVES

Listing your home as a Private Exclusive allows you to control what information is shared about you and your most personal asset - your home — while still getting exposure to over 15,000 top agents across the country.



WHAT IS A PRIVATE EXCLUSIVE?

Compass agent directly with their colleagues and their buyers. Property details aren't disseminated widely and won't appear on public home search websites.

WHAT TO EXPECT

DISCRETION

Privacy is the ultimate commodity and the decision to sell your home is a personal one.

FLEXIBILITY

Decide when to share details about your home, including price, more broadly on your own timing.

QUALITY

Retain exposure to over 15,000 top agents nationwide, including premium placement on our agent facing platform.

VALUE

Get the best offer by testing the market privately to gather key insights without your listing getting stale.



GIVING BACK

Over the past several years, Jennifer has made charitable involvement and contributions a priority as she understands the importance of giving back. Whether it's supporting local initiatives, or donating to organizations close to our heart we can make a tangible difference in the lives of others. Philanthropy not only allows us to give back but also strengthens our connection to the community we serve.

This quarter, Jennifer focused on the following charities and causes along with others that are important to our clients and community relationships.

AGENTS AGAINST CANCER

We are pleased to announce our annual Agents Against Cancer Golf Classic in San Diego, CA. More than 100 golfers will be invited to this exclusive tournament and auction, including real estate leaders from around the world, corporate sponsors, business and philanthropic leaders, and distinguished guests.

All proceeds will benefit the American Cancer Society to save lives by helping people stay well and get well, by finding cures, and by fighting back against cancer. Thanks to their efforts—which we are honored to contribute to—more than 1.5 million lives have been saved in the US in the past two decades

SAN DIEGO FOOD BANK

The Jacobs & Cushman San Diego Food Bank and our North County Food Bank chapter provide nutritious food to people in need, advocate for the hungry, and educate the public about hunger-related issues. Last year, the Food Bank distributed 44 million pounds of food, and the Food Bank serves, on average, 400,000 people per month in San Diego County.

The Food 4 Kids Backpack Program provides weekend food packages to chronically hungry elementary school students from low-income households who are at risk of hunger over the weekend when free school meals are unavailable.

CARLSBAD CHAMBER OF COMMERCE

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion. Their Community Foundation strives to create a talent pipeline connecting students and transitioning military veterans to job and career opportunities, propelling the greater Carlsbad area into an environment that drives economic and community prosperity.

Through their Rising Star scholarship program, they also honor one high school senior each month from each of our area high schools at a breakfast. At the end of the school year, they give scholarships to at least one student from each participating high school.

ABOUT JENNIFER

Jennifer has simplified the real estate process by making each transaction easy to understand while educating and empowering her clients to achieve their goals. Most recently Jennifer was rated 18th of 24,000 individual agents in San Diego and in the top 700 of 315,000 agents statewide. In 2021, Jennifer was also recognized in the San Diego Business Journal as one of the top 25 real estate agents in the county, won the Gold Recognition of Excellence award from San Diego Association of Realtors from 2019-2022, and she was named one of America's Best in the top 1.5% of residential real estate agents in the country from 2020-2023. Because of her commitment to her clients and the industry, she was named to Realtor® Magazine's National "30 under 30" in 2014 and San Diego Association of Realtors' "40 Under 40" in 2020. She is also a member of REALM, the first and only globally connected luxury real estate community that provides a collaborative matching platform, client research and curated content to help deepen relationships with clients around the world. Her combined expertise and drive to empower the community with knowledge about real estate led to her invitation to the former Forbes Real Estate Council, and she continues to seek ways to enhance her skillset, recently receiving her certificate in Negotiation Master from Harvard Business School. Jennifer is also a member of the Residential Real Estate Council and has obtained her CRS designation.



AWARDS

- **REALTOR Magazine's 30 Under 30**
- **San Diego Business Journal Top 25**
- **SDAR Circle of Excellence**
- **Forbes Real Estate Council**
- **SDAR 40 Under 40**
- **Real Trends America's Best**



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COASTAL
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COMPASS